

ASSESSMENT # 2**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. How would you create a style statement?
- II. Outline the various characteristics of a good brand name and slogan.
- III. Describe the various ways of transforming employees into ambassadors.
- IV. Describe the procedure for developing a slogan.
- V. How would you launch a brand?

Q: 2: Outline the ten easy ways of connecting with customers. (7)**Q: 3:** Describe the four most common categories of visual identities. (8)